



How to Dominate the World

Heroku
Ruby Association

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11th RubyWorld Conference



Unique Conference



Bridge between Business and Hackers



Ruby



Popular Programming Language



11th in TIOBE Index (out of 150)



8th in Redmonk Index



Very Few Software Grow Big



How to Make Software Popular



Did I Intend Popularity?



No



Accidental Success



But We Can Learn Lessons



Abstraction



Generalization



Two Major Tools in Programming



Apply 2 Tools to Ruby History



1. Motivation



Why Did I Create Ruby?



Just for Fun



Love for Programming Languages



Creating A Language



Ultimate Freedom



Motivation



Motivation Behind Your Software



Long Running Effort



2 Years / 10 Years / 20 Years



Requires Long Lasting Motivation



Maintaining Your Motivation



2. Define Target Audience



Target Audience: Me



Friends Like Me



No Imaginary Friend



Be Concrete



3. Community



New Way to Develop Software



OSS/Free Software



Net Driven Software Development



Social Coding



Involvement



Open



If Thou Art Willing



Open to Contribution



Open Community



Imperfect Software



Ruby vs Mozilla



Policy



Philosophy



Joy of Programming



Human-focus Programming



Clear Goals

Ruby3 Goals

- Performance
- Concurrency
- Static Analysis

Ruby4 Goals



Faster, Smarter



4. Seeking Goals



Policy / Principle



Embodiment



Repeated Refinement



Seeking Ideal



Design Process



Beyond Expectation



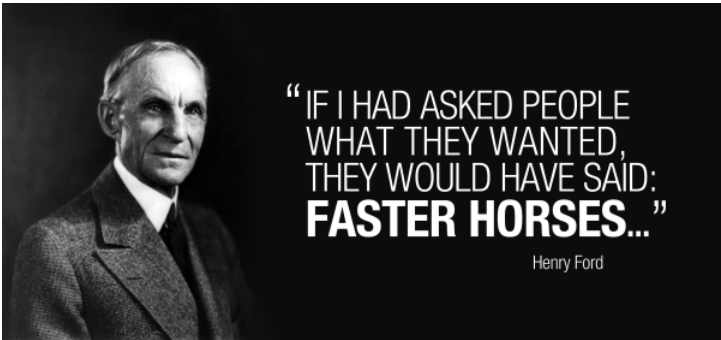
Perl? Ruby!



Blog? Twitter!



Horse? Ford!



“IF I HAD ASKED PEOPLE
WHAT THEY WANTED,
THEY WOULD HAVE SAID:
FASTER HORSES...”

Henry Ford



Summary



1. Motivation
2. Target Audience
3. Community
4. Goal Seeking



Motivation



Keep Running for Years



Target Audience



Be Concrete



Community



Involvement



Social Development



Goal Seeking



Design Process



Early Stage: Development



Later Stage: Organizing



Organizing Community



Philosophy



Vague Definition



Make them Concrete



Design Process



E.g. Ruby3x3



E.g. Faster, Smarter



- Software
- Product
- Service
- Company



Same Principles Can Be Applied



1. Motivation
2. Target Audience
3. Community
4. Goal Seeking



This is how we dominate the world



You can do it too



Thank you